IN THE CLAIMS

1.   (Currently Amended) A computer system, comprising:

an image database of one or more advertising images stored on a computer-readable
medium, each image having a plurality of associated layers of metadata, wherein
the computer system is adapted to embed each associated layer of metadata as one
or more computer-readable data values in a separate steganographic sub-
watermark of a <u>composite</u> steganographic watermark of the advertising image.

2.   (Previously Presented) The computer system of claim 1, wherein the database is adapted
to associate the layers of metadata with each image dynamically.

3.   (Previously Presented) The computer system of claim 2, wherein the database is adapted
to dynamically associate the layers of metadata with one or more images in response to
one of a user ID of the image requestor, a location input, a business relationship
characteristic of the image requestor, a promotion type input, and a language input.

4.   (Previously Presented) The computer system of claim 1, wherein the database is adapted
to selectively update the images and/or associated layers of metadata in response to
vendor input.

5.   (Previously Presented) The computer system of claim 1, wherein the database is adapted
to search the images and/or associated layers of metadata in response to one of a query
input by a user, a user ID of the image requestor, a location, a business relationship, a
promotion type, and a language input.

6.   (Currently Amended) A method of operating a database of advertising images,
comprising:
selecting an advertising image; and
selecting two or more layers of metadata associated with the selected image and
embedding each associated layer of metadata in a separate computer-readable

steganographic sub-watermark of a <u>composite</u> steganographic watermark of the advertising image.

7. (Original) The method of claim 6, wherein selecting an advertising image further comprises selecting an advertising image in response to a query by one of an advertiser and a publisher.

8. (Original) The method of claim 6, wherein selecting two or more layers of metadata associated with the selected image further comprises selecting two or more pre-generated layers of metadata associated with the selected image.

9. (Original) The method of claim 6, wherein selecting two or more layers of metadata associated with the selected image further comprises selecting two or more dynamically generated layers of metadata.

10. (Original) The method of claim 9, selecting two or more dynamically generated layers of metadata further comprises selecting two or more dynamically generated layers of metadata utilizing one of a user ID of an image requestor, a location input, a business relationship characteristic of an image requestor, a promotion type, and a language type.

11. (Original) The method of claim 6, further comprising:
    updating the selected advertising image and two or more layers of metadata in the database utilizing input from a vendor.

12. (Currently Amended) A method of operating an advertising image repository, comprising:
    selecting an advertising image and two or more layers of metadata associated with the selected image from the advertising image repository; and
    embedding each associated layer of metadata in one or more digital data values encoded in a separate steganographic sub-watermark of a <u>composite</u> steganographic watermark of the advertising image.

13.   (Original) The method of claim 12, wherein selecting an advertising image and two or more layers of metadata associated with the selected image from the advertising image repository further comprises selecting an advertising image and two or more layers of pre-generated metadata associated with the selected image from the advertising image repository.

14.   (Original) The method of claim 12, wherein selecting an advertising image and two or more layers of metadata associated with the selected image from the advertising image repository further comprises selecting an advertising image and two or more layers of dynamically generated metadata associated with the selected image from the advertising image repository.

15.   (Original) The method of claim 14, selecting two or more dynamically generated layers of metadata further comprises selecting two or more dynamically generated layers of metadata utilizing one of a user ID of an image requestor, a location input, a business relationship characteristic of an advertiser, a promotion type, and a selected language.

16.   (Original) The method of claim 12, further comprising:
        updating the selected advertising image and two or more layers of metadata in the
                advertising image repository utilizing a changed image or metadata from a
                vendor.

17.   (Previously Presented) A computer-readable medium having computer-readable instructions stored thereon for execution by a processor to perform a method comprising:
        selecting an advertising image from a repository; and
        selecting two or more layers of metadata associated with the selected image from the
                repository and embedding each associated layer of metadata as one or more
                digital data values encoded in a separate steganographic sub-watermark of a
                composite steganographic watermark of the advertising image.

18.   (Previously Presented) The computer-readable of claim 17, wherein selecting an image from a repository further comprises selecting an advertising image from a database.

19.   (Previously Presented) The computer-readable of claim 17, wherein selecting two or more layers of metadata associated with the selected image from the repository further comprises selecting two or more pre-generated layers of metadata associated with the selected image.

20.   (Previously Presented) The computer-readable of claim 17, wherein selecting two or more layers of metadata associated with the selected image from the repository further comprises selecting two or more dynamically generated layers of metadata.

21-45 (Cancelled).